

a a a a a a d

GARAMOND

CASLON

BODONI

SERIFA

OPTIMA

HELVETICA

FUTURA

## TYPEFACES

the design of alphabetical and numerical characters unified by consistent visual properties

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

a a a a a a d

GARAMOND  
*regular*

CASLON  
*regular*

BODONI  
*book*

SERIFA  
*55 roman*

OPTIMA  
*regular*

HELVETICA  
*regular*

FUTURA  
*book*

## FONTS

delivery mechanism of the typeface  
a complete set of characters  
in one design, size and style

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

a a a a a a a

GARAMOND  
*bold*

CASLON  
*bold italic*

BODONI  
*bold*

SERIFA  
*45 light*

OPTIMA  
*italic*

HELVETICA  
*bold*

FUTURA  
*light*

## FONTS

delivery mechanism of the typeface  
a complete set of characters  
in one design, size and style

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

a a a a a a

CASLON

*regular*

*italic*

*semi-bold*

*bold*

*semi-bold italic*

*bold italic*

## TYPE FAMILY

is made up of fonts  
vary in weight, angle, width

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

## SERIFS

a a a a

GARAMOND

CASLON

BODONI

SERIFA

## SANS SERIFS

a a d

OPTIMA

HELVETICA

FUTURA

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

**BASELINE**  Boundary

## **BASELINE**

the imaginary horizontal line that the characters in a typeface sit on

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



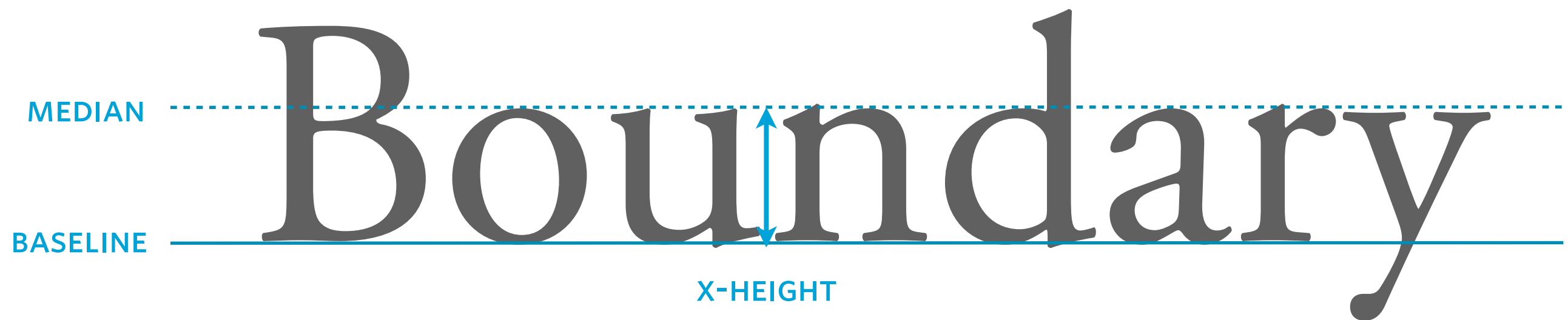
## **MEDIAN**

the imaginary horizontal line that designates the height of the lowercase letters

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



## X-HEIGHT

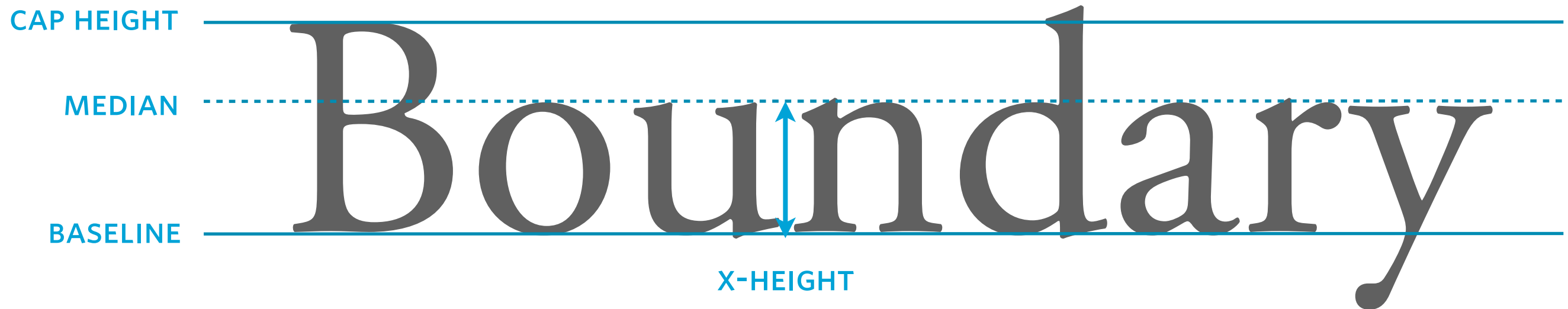
it is the height of the lowercase letterform, varies across typefaces, some are designed for the letterform to extend past the x-height slightly

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY





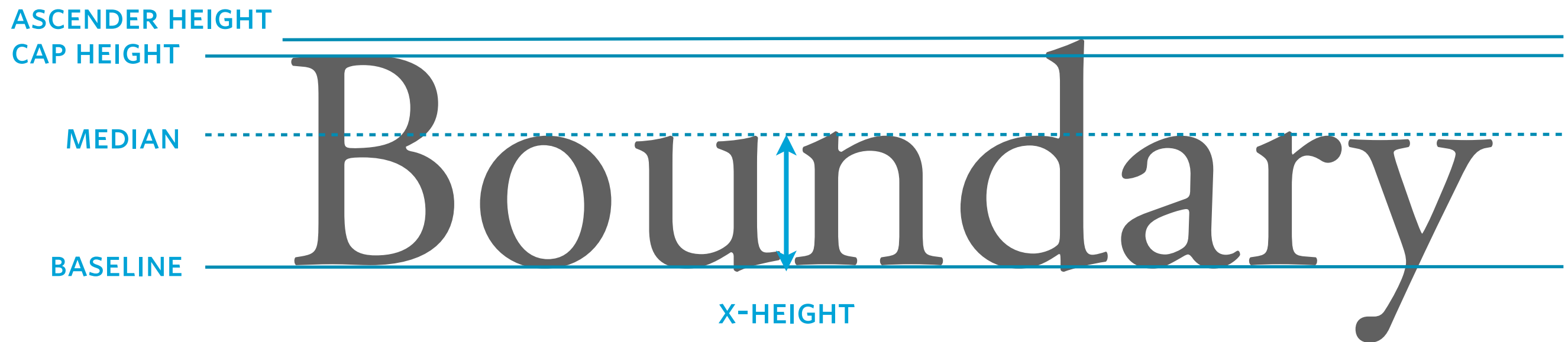
## CAP HEIGHT

the imaginary horizontal line  
that rests above the uppercase letters

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



## ASCENDER HEIGHT

the imaginary horizontal line  
that rests above the ascenders

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



## DESCENDER HEIGHT

the imaginary horizontal line  
that rests below descenders

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

ASCENDER HEIGHT

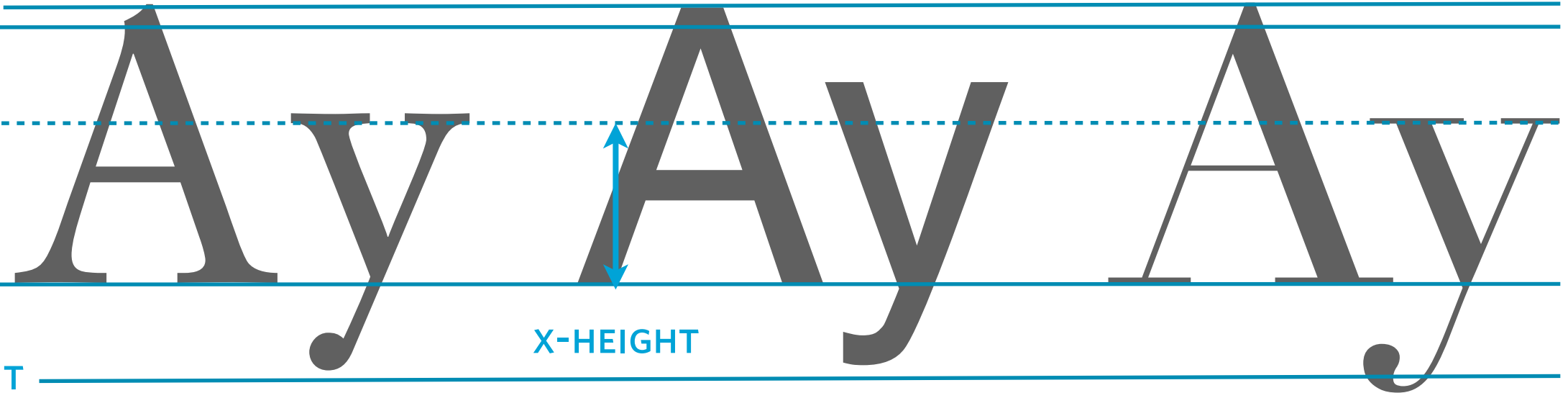
CAP HEIGHT

MEDIAN

BASELINE

DESCENDER HEIGHT

X-HEIGHT



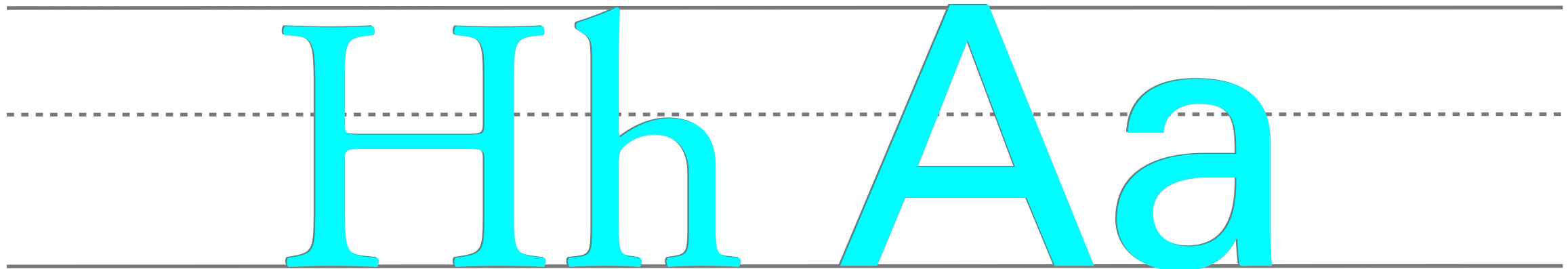
TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke

- stem
- hairline
- serif
- terminal
- bracket
- finial
- ligature
- cross bar
- cross stroke
- arm
- leg
- ascender
- descender
- counter
- bowl
- shoulder
- apex
- vertex
- crotch
- beak
- barb
- spur
- tail
- ear
- spine
- eye
- loop
- link



## STROKE

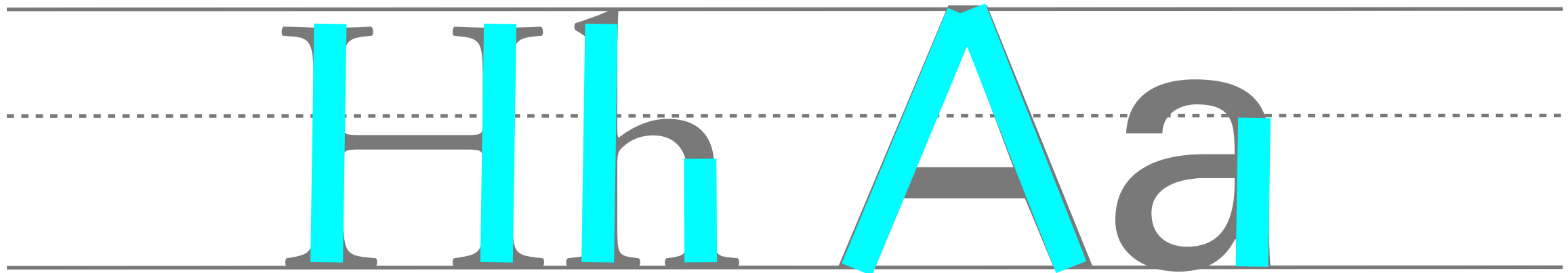
any line that defines  
the basic letterform

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

- stroke
- stem**
- hairline
- serif
- terminal
- bracket
- finial
- ligature
- cross bar
- cross stroke
- arm
- leg
- ascender
- descender
- counter
- bowl
- shoulder
- apex
- vertex
- crotch
- beak
- barb
- spur
- tail
- ear
- spine
- eye
- loop
- link



## STEM

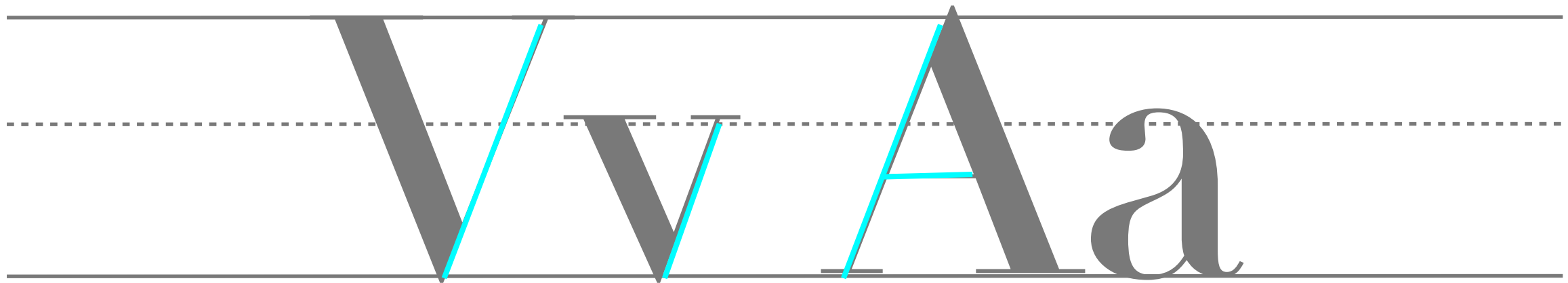
any line that defines  
the basic letterform

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## HAIRLINE

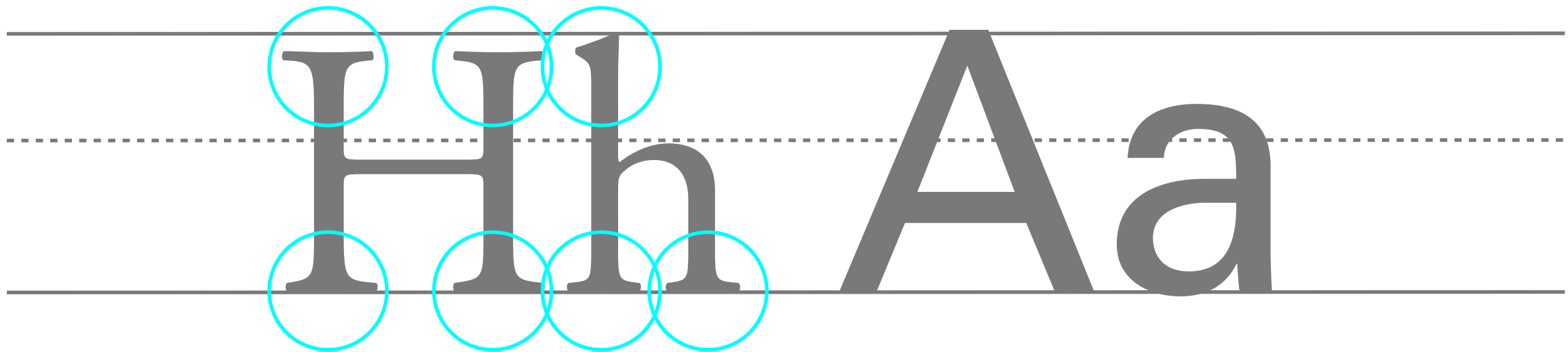
the thinnest line weight of  
a stem within a typeface

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## SERIF

small decorative elements  
added to the end of a stroke

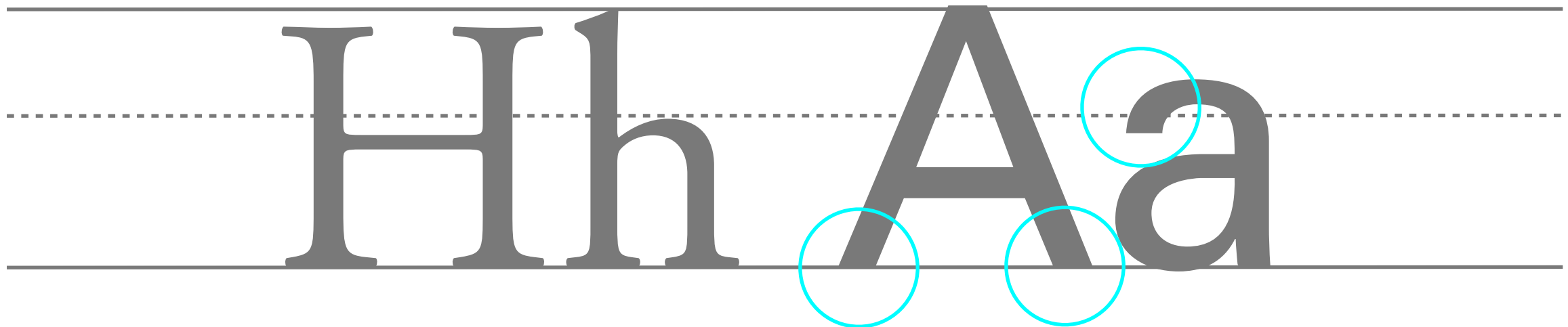
TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## TERMINAL

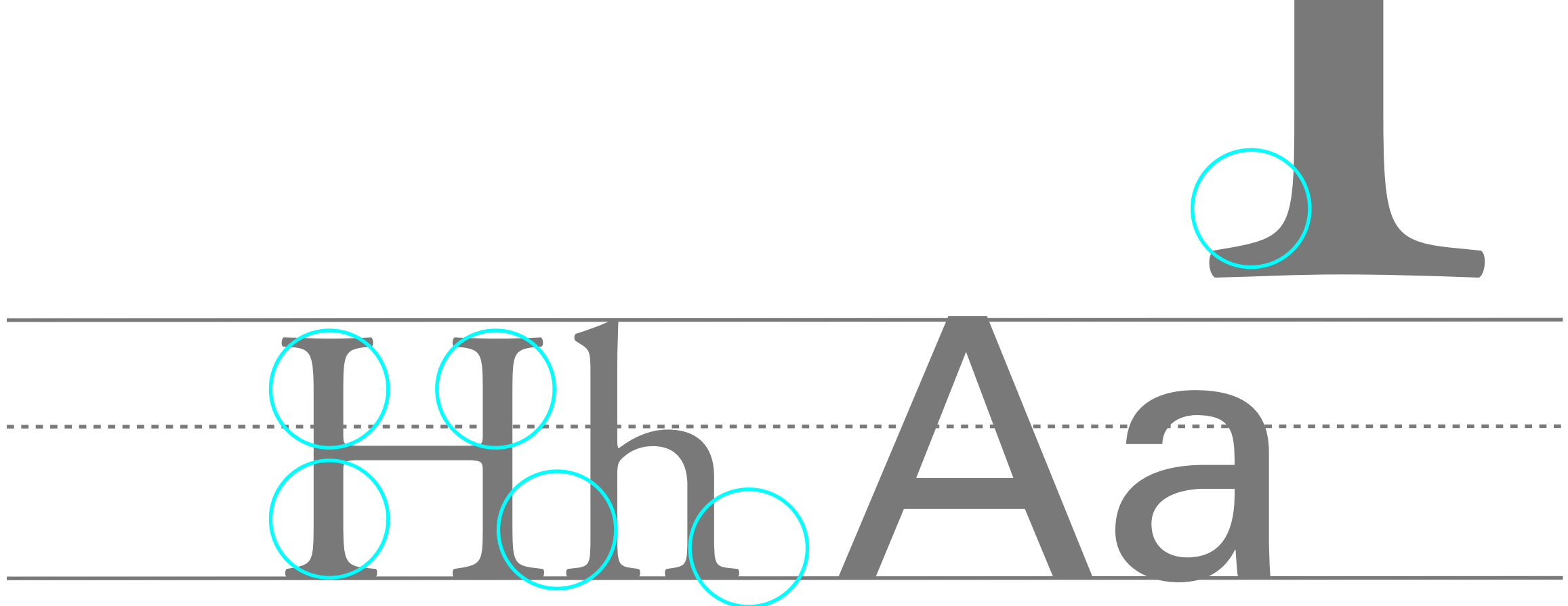
the end of a stem or stroke  
with no serif

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
**bracket**  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## BRACKET

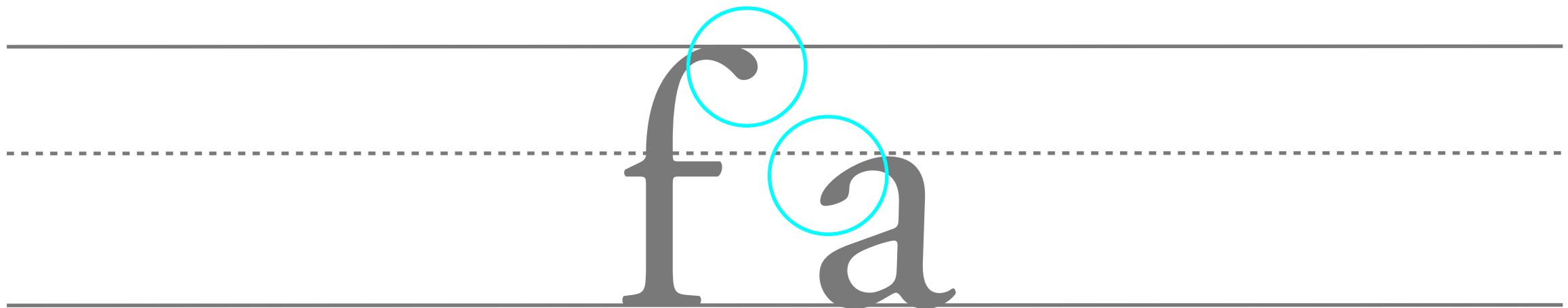
the curve/transition between  
the serif and the stem

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
**finial**  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## FINIAL

the rounded non-serif  
terminal to a stroke

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
**ligature**  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## LIGATURE

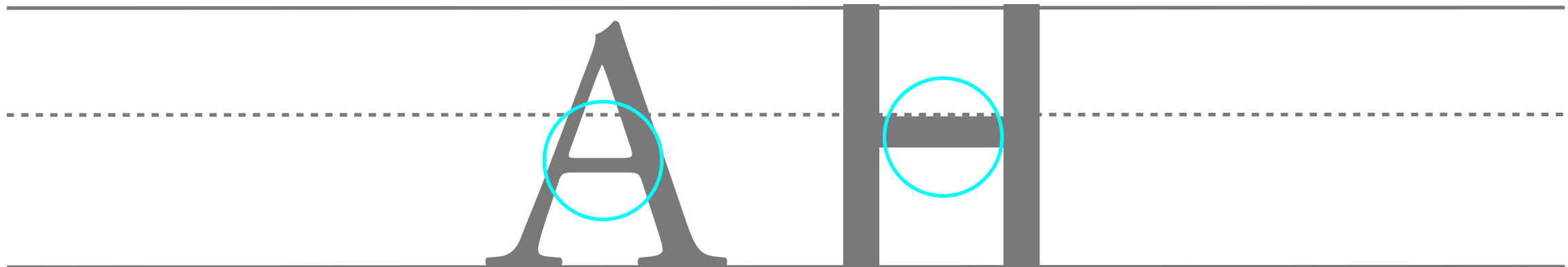
the character formed by  
the combination of two  
or more letterforms

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
**cross bar**  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## CROSS BAR

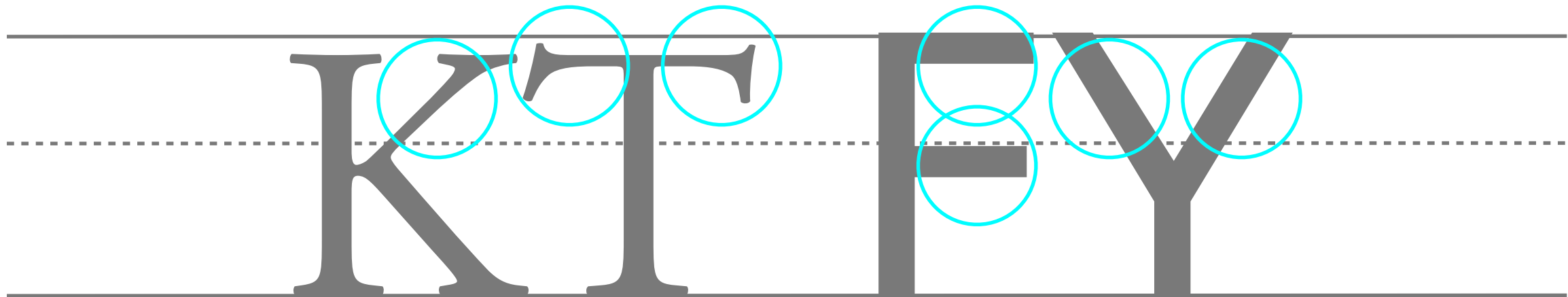
the horizontal part of a letterform that joins two stems together

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
**arm**  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## ARM

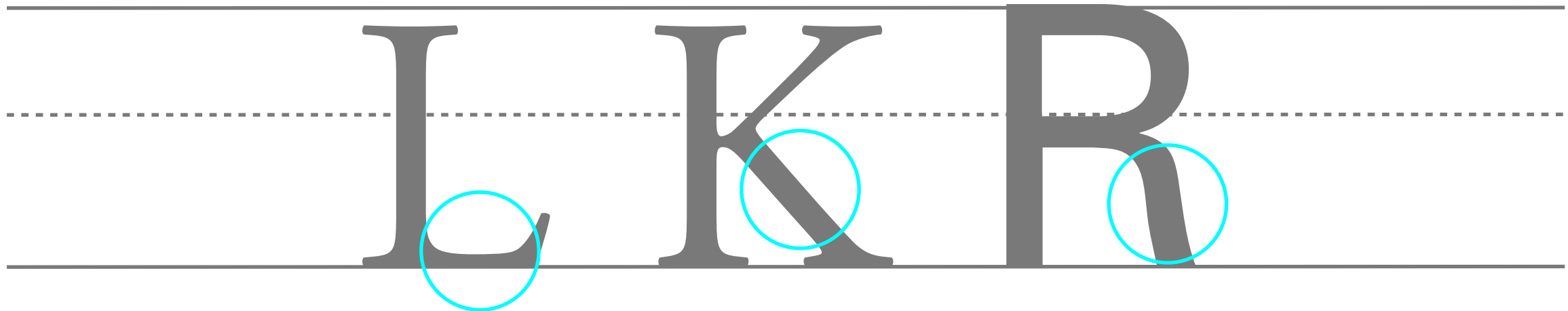
the short strokes off the stem of the letterform, either horizontal or inclined upward

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
**leg**  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## LEG

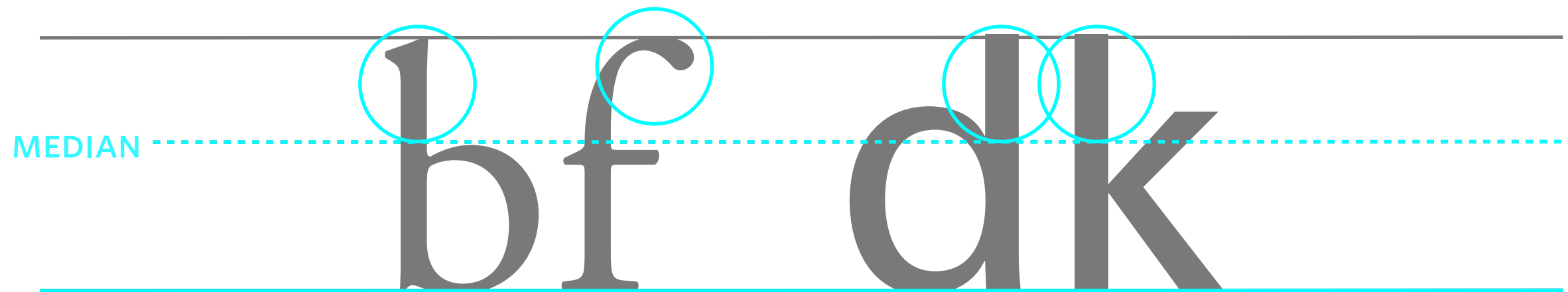
the short stroke off the stem of the letterform, either at the bottom of the stroke or inclined downward

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## ASCENDER

the portion of the stem of a lowercase letterform that projects above the median

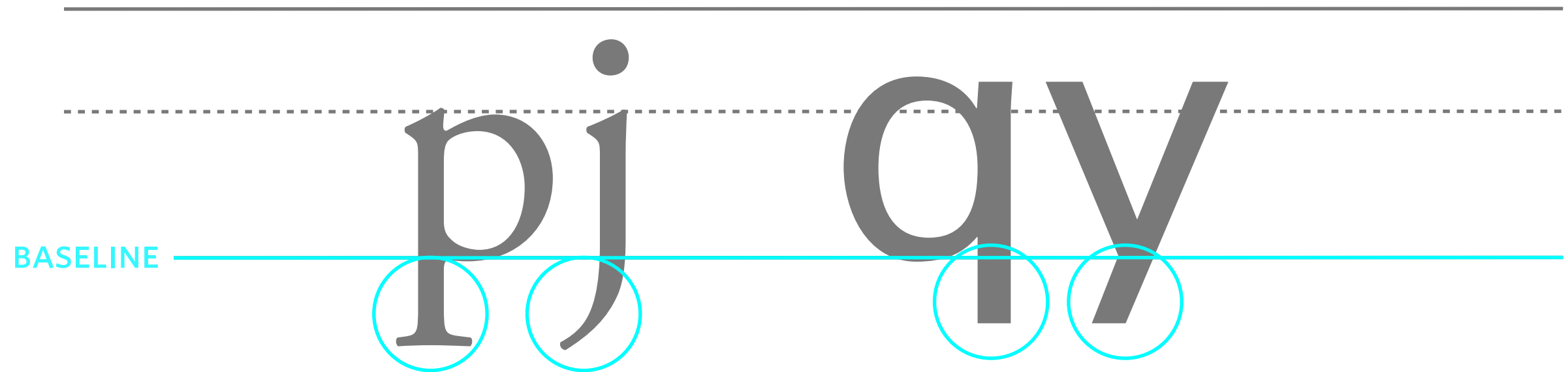
TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
**descender**  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## DESCENDER

the portion of the stem of a lowercase letterform that projects below the baseline

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
**counter**  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## COUNTER

the negative space within  
a letterform, either fully or  
partially enclosed

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
**bowl**  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## BOWL

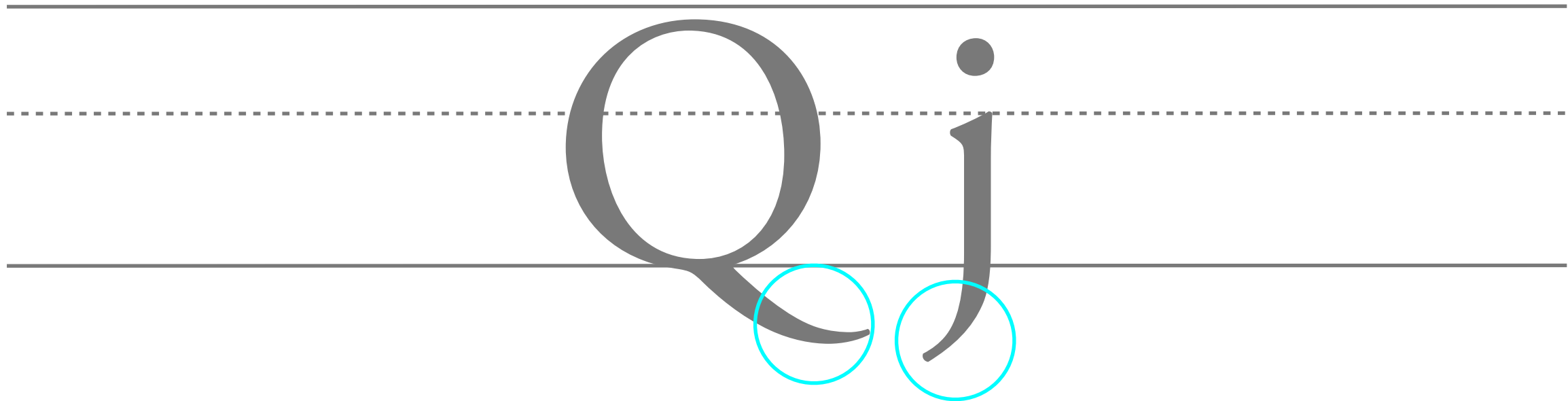
the rounded form that describes a counter, this can be open or closed

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
**tail**  
ear  
spine  
eye  
loop  
link



## TAIL

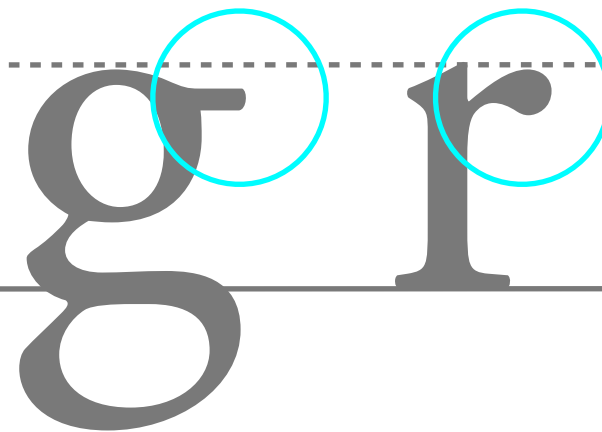
the curved or diagonal stroke at the finish of certain letterforms

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
**ear**  
spine  
eye  
loop  
link



## EAR

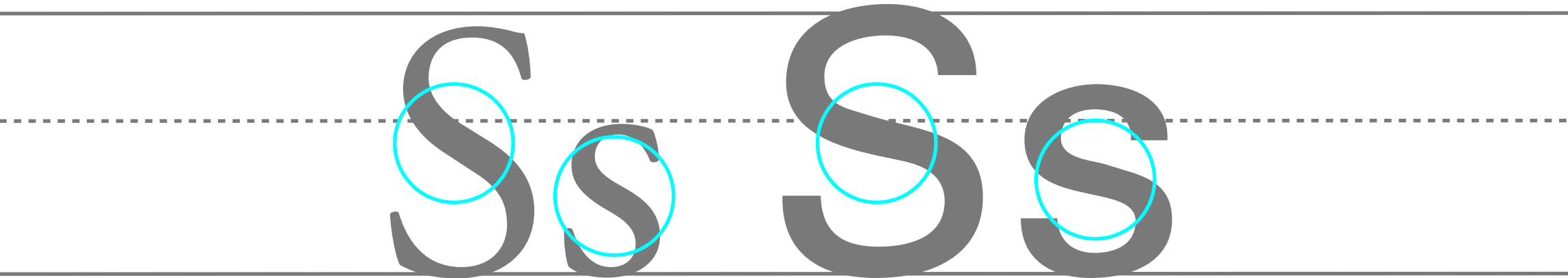
the stroke extending out  
from the main stem or body  
of the letterform

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

- stroke
- stem
- hairline
- serif
- terminal
- bracket
- finial
- ligature
- cross bar
- cross stroke
- arm
- leg
- ascender
- descender
- counter
- bowl
- shoulder
- apex
- vertex
- crotch
- beak
- barb
- spur
- tail
- ear
- spine
- eye
- loop
- link



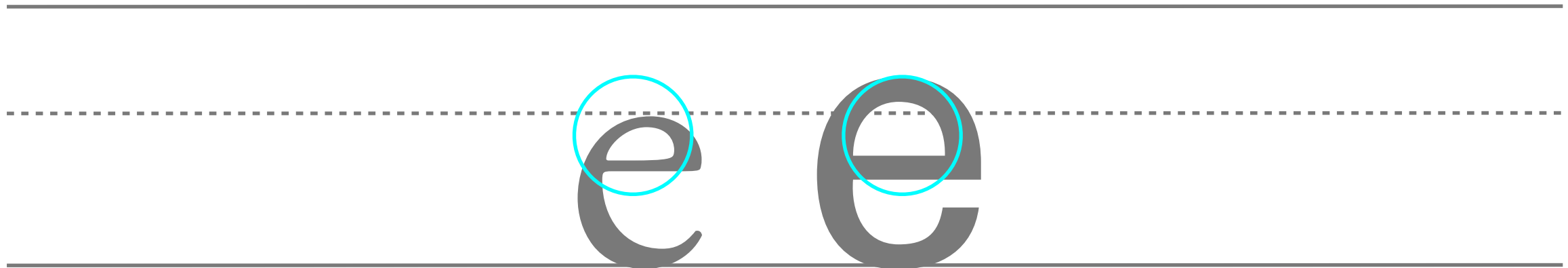
**SPINE**  
the curved stem of an S

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## EYE

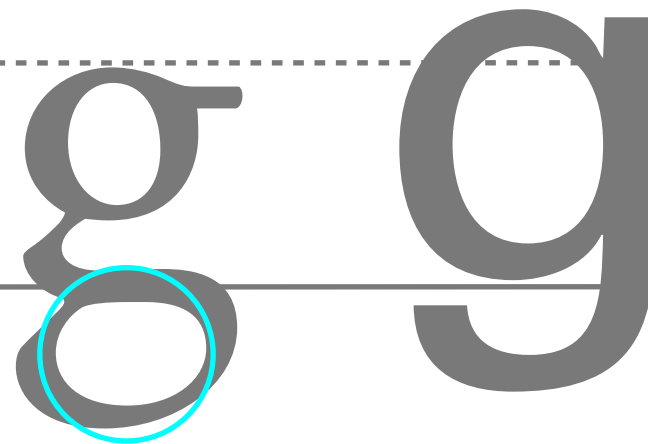
the enclosed counter  
of a lowercase e

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## LOOP

in some typefaces, the bowl  
created in the descender of the  
lowercase g

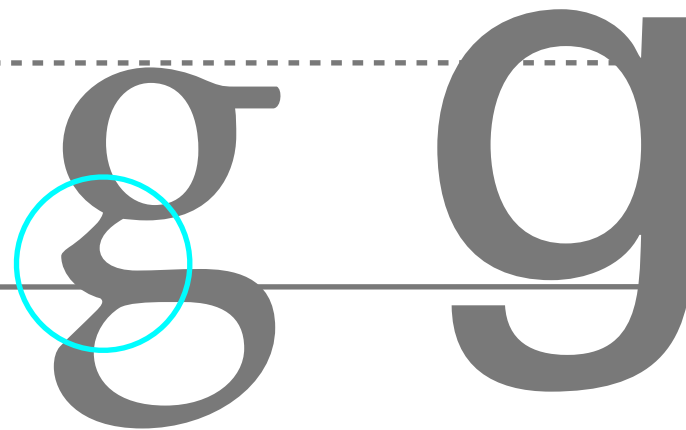
TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY



stroke  
stem  
hairline  
serif  
terminal  
bracket  
finial  
ligature  
cross bar  
cross stroke  
arm  
leg  
ascender  
descender  
counter  
bowl  
shoulder  
apex  
vertex  
crotch  
beak  
barb  
spur  
tail  
ear  
spine  
eye  
loop  
link



## LINK

in some typefaces, the stroke that connects the bowl and the loop of a lowercase g

TYPEFACE VS. FONT

SERIF VS. SANS SERIF

LETTERFORM ANATOMY

